

Home Furnishings Calendar 1950

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors
 * on national trade and consumer publications. This list covered decorating, ap-
 * pliances, food building, gardens - every phase of the home furnishings field.
 * To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Ad-
 * ditional copies are \$5 each to yearly subscribers. Personnel changes and ad-
 * ditions are published weekly. Avail yourself of this invaluable service.
 * *****

* One of our important functions is to clear dates so that conflicts will not
 * arise. Check with us as to available times before scheduling your next affair.
 * *****

* Events are listed without charge in the CALENDAR for approximately six weeks in
 * advance. Let us have your listing as early as possible so that we may help you
 * to avoid conflicts in dates and give you increasingly better service. New
 * events, last minute changes and revisions are added each week as scheduled.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 25 10:00 A.M.- 12:00 M.	PRESS PREVIEW: FURNITURE CONSTRUCTION A press preview of an exhibition on furniture construction will be held by M. Singer & Sons, manufacturers of upholstered and cabinet furniture for the past 65 years. Releases and photographs will be available. Contact: Arnold Singer, AL. 4-4612.	M. SINGER & SONS 36 EAST 19TH ST.	N.Y. HALL OF SCIENCE, 1506 BWAY.
Thursday May 25 4:00 P.M.- 9:00 P.M.	PRESS SHOWING A cocktail buffet showing for the press, by invitation only, of the Valley Upholstery Corporation's new 1950-1951 line of upholstered modern pieces will be held on this date. Some case goods will also be shown. Public- ity: Ivan Black, Ivan Black Associates, 400 Madison Ave., PL. 5-4760.	VALLEY UPHOLSTERY CORP.	428 WEST 14TH ST.
Thursday May 25 5:30 P.M.	LIGHTING FORUM TO TOUR EXHIBITION HOUSE A special showing of the "Exhibition House in the Garden", designed by Gregory Ain and built under the joint sponsorship of the Museum and the Woman's Home Companion, will be held as a feature of the Lighting Forum's May meeting. Conducted tours begin at 5:30 P.M. and cocktails will be served afterwards in the Museum Penthouse. Admission for tour and cock- tails, \$1.35. Contact: Edith L. Buchholtz, Commercial Engineering Dept., Westinghouse Lamp Div., Bloomfield, N.J., BL. 2-2200.	NEW YORK RESIDENCE LIGHTING FORUM	MUSEUM OF MOD. ART. 11 WEST 53RD STREET
Thursday May 25 Just out	MOVIE ABOUT MDSE. MART Persons who visited the Merchandise Mart in Chicago during the last January and February Markets may see themselves in this new movie short called "Trading Post." The Mart stands on the approximate site of the old Indian trading post, Wolf's Point, and this 15 minute movie shows how the tiny post became the largest building in the world devoted to the display and sale of merchandise. Since the film was made during the winter market this year you may see yourself in it. Contact: Wallace O. Ollman, Gen. Mgr., Merchandise Mart, Chicago, Illinois.	RKO PATHE	COUNTRYWIDE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 25 Just out	NEW BAKING PANS New baking pans, especially designed for use with the popular "brown 'n serve" rolls, have just been placed on the market. A narrow rim permits complete circulation of oven heat and the corrugated surface permits grease to circulate under the rolls. Available in 10½" and 14" by 7¼" sizes. Also useful as cookie sheets, serving trays, children's place mats. Publicity: Carl Byoir & Assoc., Inc., 33 No LaSalle, Chicago 2.	EKCO PRODUCTS COMPANY	COUNTRYWIDE
Thursday May 25	TABLE LINENS REJUVENATED Anyone whose table linens lack sparkle can renew their usefulness by dipping them into a home dye-bath, and employing the Tintex all-fabric dye, available in 50 colors, for the purpose. Former color may be removed by using Tintex color-remover, and then the automatic washing machine will take all the drudgery out of dyeing. Publicity: Harry Chapperon, Storm & Klein, Inc., 50 E. 42nd St., MU. 7-4460.	TINTEX HOME EC. BUR.	COUNTRYWIDE
Thursday May 25- May 26	CONFERENCE The first Plastics Film and Sheeting Conference to be held by the plastics industry will take place on these two days. It is open to all interested in the plastics industry. Publicity: Langdon P. Williams, MU. 6-1490.	SOC. OF PLASTICS INDUSTRY	COMMODORE HOTEL
Thursday May 25- May 27	ANNUAL EXHIBITION The work of the Design Department of this school will be shown at the School Annex on these dates. Prize-winning drawings from the A.I.D. Student Competition in Interior Design and Decoration will be shown. Also scale models and designs of residential and commercial interiors, original fabric and wallpaper designs, furniture design and design in the abstract. Hours: 10 A.M. to 5:30 P.M.; open until 9:30 P.M. on May 25. Contact: Gilbert Werle, PL. 3-0578.	N.Y. SCHOOL OF INT. DEC.	119 EAST 54TH ST.
Thursday May 25- June 18 1:00 P.M.- 10:00 P.M.	CRAFTS CARNIVAL The West 4th Street Crafts Festival is displaying ceramics, lamps, leather goods and other accessories for home use, on West 4th Street between Sheridan Square and 6th Avenue. New and interesting products made by neighboring craftsmen are shown. Contact: Arthur King, CH. 3-2289.	WEST FOURTH STREET	SHERIDAN SQUARE
<u>WEEK BEGINNING MONDAY, MAY 29, 1950</u>			
May 29	GOOD DESIGN SHOW, OREGONIAN HOSTESS HOUSE, PORTLAND, ORE. TO JUNE 3.		
May 29	INTERNATIONAL TRADE FAIR, EXHIBITION GROUNDS, TORONTO, CANADA TO JUNE 9.		
May 30	MEMORIAL DAY (LEGAL HOLIDAY IN MOST STATES).		
Wednesday May 31 6:00 P.M.	COCKTAIL PRESS SHOWING A cocktail press showing of original U.S. Government Patent Office models will be held. There are over 5,000 models in the collection which will go on sale on June 5; they represent a summing up of American inventive talent in the 19th century. Showing will be on 6th floor. Publicity: Terry Mayer, PE. 6-5100.	GIMBEL BROS.	33RD & SIXTH AVENUE
May 31- June 2	CONVENTION, NATL. RETAIL DRY GOODS ASSN., HOTEL BILTMORE, LOS ANGELES. CONTACT: J.W. MILLIRON, MILLIRON'S DEPT. STORE, LOS ANGELES, CALIFORNIA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 31- June 2	<p>FORTY-SIXTH ANNUAL CONVENTION</p> <p>A three-day annual convention will be addressed by a group of distinguished speakers including Eric Johnston, Paul Hoffman (unless he is sent to Europe), Senator James Mead and many others. Contact: Mr. Elon G. Borton, A. F. A., 330 West 42nd St., New York 18, N.Y., BR. 9-0430.</p>	<p>ADV. FEDERATION OF AM. 330 WEST 42ND STREET</p>	<p>HOTEL STATLER DETROIT, MICHIGAN</p>
Thursday June 1 12:00 M.	<p>PRESS PICNIC</p> <p>A Picnic for the press, by invitation only, will be held to mark the opening of Titus Blatter's new and larger showrooms and offices. Publicity: Harold Siesel, EL. 5-0138.</p>	<p>TITUS BLATTER & CO.</p>	<p>261 FIFTH AVENUE</p>
June 1- June 2	<p>27TH ANNUAL MANAGEMENT MEETING, AMERICAN MANAGEMENT ASSN., WALDORF-ASTORIA</p> <p>PUBLICITY: EDWARD K. MOSS, BR. 9-6055.</p>		
Thursday June 1- June 30	<p>NEW SYNTHETIC DETERGENT</p> <p>Felso, a new synthetic all-purpose detergent, made by the maker of Fels Naptha Soap and Fels Naptha Soap Chips, will be marketed in fifteen cities. Promotion will utilize local newspaper advertisements, local spot radio announcements, premiums and dealer displays. National distribution is scheduled for the fall. Publ.: Elser & Cothran, 521 5th Ave., MU.7-7837.</p>	<p>FELS & COMPANY</p>	<p>LARGE CITIES</p>
June 1-30	<p>DAIRY MONTH SPONSOR: NATL. DAIRY COUNCIL, 111 N. CANAL, CHICAGO 6, ILL.</p>		
Thursday June 1 Going on	<p>NEW SHOWROOM TO OPEN</p> <p>On this date Ficks Reed Company's new and larger showroom will be open on the 8th floor at the above address. Publ.: Harold J. Siesel, EL. 5-0138.</p>	<p>FICKS REED CO.</p>	<p>305 EAST 63RD ST.</p>
Thursday June 1 Going on	<p>MOVING TO NEW ADDRESS</p> <p>On this date Antique Market, Ltd. will move their stock of fine antiques from 521 Madison to their new quarters. Contact: Nathan Lans, PL. 8-2140.</p>	<p>ANTIQUE MARKET, LTD.</p>	<p>110 EAST 58TH ST.</p>
Thursday June 1 Going on	<p>NEW PRINTED FABRICS NOW AVAILABLE</p> <p>Five Gene McDonald designs formerly only available in wallpaper are now being presented in hand silk-screen printed fabrics. Popular designs, both contemporary and traditional in feeling, are included in the group offered in a variety of materials ranging from antique satin to cotton twill. Publicity: Virginia Burdick, 126 E. 19th St., OR. 4-6462.</p>	<p>GENE McDONALD WALLPAPERS & FABRICS</p>	<p>17-A E. 57TH STREET 190 WILLIAMS ST.</p>
Saturday June 3- July 10	<p>MID CENTURY HOME AND INDUSTRY SHOW</p> <p>A "Home Show for Better Living", sponsored by the Junior Chamber of Commerce of Newark, N.J., will be held on these dates. Contact: William S. Orkins, Orkins Expositions Management Co., 8 W. 40th St., BR. 9-0993.</p>	<p>ORKINS EXPOSITIONS MANAGEMENT CO.</p>	<p>SUSSEX AVE. ARMORY NEWARK, NEW JERSEY</p>

WEEK BEGINNING MONDAY, JUNE 5, 1950

Monday June 5- June 8	<p>ANNUAL RMA CONVENTION AND MEMBERSHIP MEETINGS</p> <p>During the Annual Convention, various radio and television problems will be discussed. There will be a membership luncheon on June 8 and an industry banquet the same evening. Contact during convention, Mr. James D. Secrest, Stevens Hotel, Chicago, Ill.; Publ.: Peter H. Cousins, RMA., American Building, 1317 F. Street, N.W., Washington, D.C.</p>	<p>RADIO MFRS. ASSN. WASHINGTON, D.C.</p>	<p>STEVENS HOTEL CHICAGO, ILL.</p>
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 5- June 8 Luncheon	CONVENTION TO HEAR TALKS At a meeting of this association on June 5, the speakers will be Mr. Frederick H. Rahr who will discuss "Consumer Preferences in Wallpaper Color and Patterns," and Dr. Howard T. Hovde and Irwin E. Douglas who will speak on "1950 Wallpaper Style and Color Survey." Contact: Miss C. Trifield, 1421 Chestnut Street, Philadelphia 2, Pennsylvania.	WALLPAPER WHOLESALE'S ASSOCIATION	LA SALLE HOTEL CHICAGO, ILL.
June 5-9	NEW YORK CURTAIN & DRAPERY MARKET WEEK, INDIVIDUAL SHOWROOMS.		
Monday June 5- June 10	KATHI URBACH EXHIBIT A week-long special promotion and display of Kathi Urbach's decorative accessories will be held. Many of her major art pieces will be featured and Miss Urbach will appear on June 5th and 6th to introduce her new fibre sculpture paintings and fabric sculpture murals as well as her 1950 line of decorative figurines. Publicity: Frances Carter Scott, OR. 5-3815.	M. O'NEIL CO.	AKRON, OHIO
June 5- June 12	NATIONAL HOME LAUNDRY WEEK. SPONSOR: AM. WASHER & IRONER MFRS. ASSN., 38 S. DEARBORN, CHICAGO 3, ILL.		
June 6 7:30 P.M.	REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Tuesday June 6 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY Buyers from all over the country will attend the annual fund-raising cocktail party of the League which has been timed to coincide with New York Curtain and Drapery Market Week. The party will be a town fair with prizes and fun for all. Funds raised will be used to continue the activities of the League and the promotion of Home Fashion Time, September 21 to September 30. Anyone wishing to donate a prize should communicate with Esther Parsons, Quanticolor, co-chairman, CI. 6-7441. Tickets are \$3.50 each. Contact: Josephine Brush, FL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL WARWICK
Tuesday June 6- June 8	PRESS SHOWINGS ANE COCKTAIL PARTY The new United Wallpaper line will be shown here on these days with private conferences with editors, topped off by a cocktail party on June 8; all this by invitation only. Cocktail party will be from 4 to 7 P.M. Publicity: Claire Kohn, United Wallpaper, Inc., Mdse. Mart, Chicago, Ill.	UNITED WALLPAPER, INC. MDSE. MART, CHICAGO	HOTEL ST. REGIS LOUIS XVI SUITE
Wednesday June 7 9:00 A.M.	BRIOCHE BREAKFAST A coffee and brioche breakfast for press and buyers, by invitation only, will be held on this date to present the Shulman Abrash scientific "Color-graph", their Staple Stock Plan and the Cartload of Colors, an innovation in <u>practical</u> , attractive decorative fabric display. Publicity: Audrey Cooper, Ralf Shockey & Associates, PE. 6-4706.	SHULMAN ABRASH, INC.	6 EAST 34TH STREET
Wednesday June 7- June 9	CAROLYN KING SERVICE A promotion featuring Carolyn King, specialist in table decoration, and Columbia Mills lace dinner cloths will be held in the Linen Dept. of this store on these dates. Miss King will address the Solvay Garden Club on "Table Glamour" and will conduct a table decoration contest for local garden clubs. Publicity: J. M. Weaver, Columbia Mills, Syracuse, N.Y.	THE COLUMBIA MILLS, INC. SYRACUSE, NEW YORK	C. E. CHAPPELL & SON SYRACUSE, NEW YORK

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 7 12:15 P.M. Luncheon	MONTHLY LUNCHEON The last luncheon of the season will deal with how to promote Home Fashion Time. Buyers, merchandise managers and display people are invited to attend. Seven authorities will speak: color, Lizette Van Houten; furniture, Harriet Burket; floor coverings, Melva Chesrown; fabrics, Jane Thomson; wallpaper and wall colors, Catherine Blondin; table settings, Mary David Gillies; accessories, Margaret Hayes. Tickets are \$4.50 each to cover cost of a booklet, compiled by Lillian Weiss, which tells how one store promoted Home Fashion Time successfully, giving advertising and display information. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday June 8 12:15 P.M.	PRESS LUNCHEON Formal introduction of the Devoe Home Decorating Institute as a public information service on questions of paints and finishes will take place in the Carlton Suite on the 4th floor. There will be a discussion of new and coming paint products by Dr. J. S. Long, chemical director of Devoe & Reynolds, and a forum discussion on painting problems of the householder. Contact: Leo Daron, J. Walter Thompson, 420 Lexington Ave., MU. 3-2000.	DEVOE & RAYNOLDS	RITZ-CARLTON
Thursday June 8- June 17	ARTISTS' CARNIVAL "Painting for Pleasure", a show of work by part time painters from all walks of life, under the sponsorship of The Brooklyn Museum Art School will take place. Demonstrations in life painting, etching and sculpture will be held. There will be free classes, sketches, prints and <u>free scholarships</u> to the Brooklyn Museum Art School. Outstanding artist-instructors will handle the program. Publ.: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUSS, INC.	BROOKLYN, N. Y.

ADVANCE DATES AND NOTICES

Monday June 12 Cocktails	COCKTAIL PARTY TO HONOR GUESTS The Philadelphia Home Fashions League will give a cocktail party in honor of the following persons and organizations which have done work to further interest in the home fashions field in Philadelphia: Helen Koues for her brochures which enable people of limited means to get good decorating advice; the Philadelphia Inquirer for permitting Miss Marcia Strauss to do an excellent job of covering home furnishings in this paper; the Philadelphia Art Alliance for its numerous exhibitions of home furnishings. Publicity: Florence Fleischer, James Lees & Sons, Bridgeport, Pa.	HOME FASHIONS LEAGUE	RITZ CARLTON PHILADELPHIA
June 12- June 16	CONVENTION, NATL. ASSN. OF ELECTRICAL DISTRIBUTORS, CONVENTION HALL, ATLANTIC CITY, N.J. CONTACT: C. G. PYLE, MNG. DIR., 500 5TH AVE., N. Y. C.		
June 12- June 17	LYNN EXPOSITION OF PROGRESS HOME SHOW, LYNN, MASSACHUSETTS. CONTACT: WILLIAM S. ORKINS, ORKINS EXPOSITIONS MANAGEMENT CO., BR. 9-0993.		
Wednesday June 14- June 15	CHICKEN FESTIVAL At the third annual Del-Mar-Va Chicken Festival, amateur cooks from all over the country will have an opportunity to display their skill in preparing chicken in novel ways. Cash, gas and electric stoves and other merchandise will go to the winners. Publicity: Marion B. Allen, 521 5th Ave., New York 17, N. Y., MU. 2-2363.	DEL-MAR-VA CHKN. FESTIVAL	DOVER, DELAWARE
June 14-16	CERAMICS CONFERENCE, LUCERNE, SWITZERLAND.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 15 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW BREAKFAST Schumacher's 1951-52 machine print wallpaper collection will be presented to the press at the breakfast preview on this date. There are 24 new patterns and 207 different styles in the collection, with a marked trend to small patterns. Publ.: Philip N. Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Thursday June 15 12:30 P.M.	TABLE SETTING DISPLAY Carole Stupell, authority on table decor, will arrange and show a number of table settings for the women members of the Orienta Beach Club at a luncheon party. Following the luncheon, Miss Stupell will address the members on the techniques and details of table decoration. Publicity: Carson- Ruff Associates, MU. 2-2055.	CAROLE STUPELL	MAMARONECK, N.Y.
Thursday June 15 Going on	NEW CHAPTER FORMED Officers will be elected on this date to head the newly-formed Washington Chapter of the Home Fashions League. This brings the number of branches of the League to three: Chicago, Philadelphia and Washington. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	WASHINGTON, D.C.
June 15- June 25	CONSTRUCTION EXPOSITION & HOME SHOW OF CALIFORNIA, LOS ANGELES, CALIF. CONTACT: D. D. DURR, 315 W. 9TH STREET, LOS ANGELES 36, CALIFORNIA.		
June 18- June 23	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: NATIONAL EXHIBITORS, LANSDALE, PENNSYLVANIA.		
June 18-29	LAMP SHOW, PALMER HOUSE, EIGHTH FLOOR, CHICAGO, ILLINOIS.		
June 19	FATHER'S DAY, SPONSOR: NATIONAL FATHER'S DAY COMM., 50 E. 42ND ST., N.Y.C.		
Monday June 19- June 22	MID SUMMER CONVENTION The greatest sales convention ever to be held by a major appliance manufacturer will take place on these dates. New lines of Philco merchandise will be presented to dealers, 5000 of whom are expected to attend and to meet with 1500 Philco distributor executive personnel. Contact: Raymond B. George, Sales Prom. Mgr., Philco Corp., Philadelphia, Pa.	PHILCO CORP.	ATLANTIC CITY
June 19- June 29	CHICAGO SUMMER MARKET, AMERICAN FURNITURE MART, PUBL.: L.H. WITING, 666 LAKE SHORE DRIVE, MERCHANDISE MART, PUBL.: WALLACE O. OLIMAN.		
June 19- June 29	GRAND RAPIDS SUMMER MARKET, WATERS AND EXPOSITION BLDGS., GRAND RAPIDS CONTACT: C. F. CAMPBELL, 427 FULTON ST., GRAND RAPIDS, MICHIGAN.		
Monday June 19- June 29	SUMMER CARPET MARKET The dates for the Summer Carpet Market will coincide with those for the furniture market. Publicity: Melva Chesrown, EL. 5-7651.	CARPET MANUFACTURERS	CHICAGO, ILLINOIS
Monday June 19- June 29	"CONSUMER PREFERENCE" LINE TO BE INTRODUCED During the market, this concern will introduce a line styled to meet consumer preferences in all parts of the country, based on an extensive survey of modern and up-to-date houses and trend tastes as to color, design and practicability. Publicity: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH & SONS CARPET CO.	18TH FL., MDSE. MART, CHICAGO, ILL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 19- June 29	TWO NEW CARPETS Two new carpets made of 100% Estron will be shown during the summer market in Chicago and then in New York. This is the first time these Estron yarns have been used for floor coverings. Publicity: Wilmer D. Cressman, James Lees & Sons Co., Bridgeport, Penna.	JAMES LEES & SONS CO.	CHICAGO, ILLINOIS
Monday June 19- June 29	ADI MEMBERS' WORK ON VIEW Work by members of the American Designers Institute, sponsored by the national organization, will be on view during the summer furniture market. All displays will be "Work of the Future"; in other words, designs not yet on the market. Each member may submit as many as four exhibits. Contact: Robert I. Goldberg, LE. 2-6575 or Ann Franke, RE. 4-4905.	MERCHANDISE MART	CHICAGO, ILL.
Monday June 19 Going on	NEW SHOWROOM TO OPEN A new showroom, owned and maintained by a group of participating manufacturers of various home furnishings products, will open in Room 1147 of the Merchandise Mart on this date. Contact: Everett Brown, Everett Brown Associates, 1448 Astor Street, Chicago 10, Illinois.	INTERIORS FOR LIVING	MDSE. MART, CHICAGO
Monday June 19- July 1	PREVIEW 1951 COLORS A Color Show to tell the success story of House & Garden's 1950 colors and to preview 1951 colors will be held for two weeks, coinciding with the Chicago Market. The Wholesale Resource List of merchandise in House & Garden 1950 colors from 234 manufacturers will be translated into a three-dimensional display and will include paints, fabrics, wall coverings, floor coverings, bedroom and bath furniture, table settings, linens, major household appliances, lamps, accessories and stationery. Retailers and manufacturers who wish to tie in with House & Garden color promotions are invited to attend. Contact: Fay Hines, House & Garden, LE. 2-7500.	HOUSE & GARDEN 420 LEXINGTON AVE.	11TH FLOOR MDSE. MART, CHICAGO
Tuesday June 20 6:45 P.M.	HOME FURNISHINGS CLINIC This clinic, originally scheduled for June 21, has been moved up to June 20 in the Red Lacquer Room of the Palmer House. B. B. Zients, vice president of the City Stores Mercantile Company, will address the clinic on "How To Make Appliance Departments Profitable." Leonard W. Stratton, vice president, Wieboldt's, Inc. will speak on "Standards of Quality in Home Furnishings." Three other speakers, not yet decided upon, will discuss television, operating costs and pre-packaging. Contact: David S. Woog, CH. 4-8780. Publicity: Robert J. Mayer, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PALMER HOUSE, CHICAGO, ILLINOIS
Wednesday June 21 12:30 P.M.- 3:00 P.M.	MARKET LUNCHEON At the League's Market Luncheon, Frederic H. Rahr of Rahr Color Clinic will be the guest speaker. Mr. Rahr's topic is "Colors by Command Decision." Contact: Mrs. Gertrude Shrock., Publ. Office, Mdse Mart, Chicago 54.	HOME FASHIONS LEAGUE	MDSE. MART, CHICAGO
Wednesday June 21 Dinner	HOME FASHION TIME DINNER At a gala Home Fashion Time dinner speakers will include Christine Holbrook of Better Homes & Gardens, Margaret Riley of Waverly Fabrics, president of the N.Y. Home Fashions League, Gertrude Dixson of American Home, Lucretia Andujar of House & Garden and Elizabeth Gordon of House Beautiful. Contact: John F. Dempsey, 666 Lake Shore Drive, Chicago, Illinois.	HOME FURN. IND. COMMITTEE 666 LAKE SHORE DRIVE	PALMER HOUSE CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday June 25- June 29	JUNE MARKET WEEK During these five days a complete and concentrated presentation of the newest Fall and Christmas display materials will be held. Contact: National Assn. of Display Industries, 11 E. Walton Pl., Chicago 11, Ill.	NATL. ASSN. DISPLAY IND.	HOTEL NEW YORKER
Saturday July 1	SUMMER ISSUE OUT The Summer issue of Modern Lamps, the new merchandising quarterly, will be distributed to retailers at the New York Lamp Show, July 9-14, Hotel New Yorker, and the California Lamp Show, July 16-19, Biltmore Hotel, Los Angeles. Editorial closing date, June 15th. This issue will feature a round-up report from the contemporary shops and a symposium on modern ceramics and leading ceramists. Contact: Barbara Baer, Editor, MU. 5-3744.	MODERN LAMPS	114 EAST 32ND ST.
July 1- July 7	NATIONAL ICED TEA WEEK. SPONSOR: THE TEA BUREAU, 500 FIFTH AVENUE, NEW YORK 18, N. Y.		
July 4	INDEPENDENCE DAY (Tuesday); LEGAL HOLIDAY EXCEPT IN NEVADA.		
Sunday July 9- July 14	NEW YORK LAMP SHOW Hours will be extended this year to give buyers a better opportunity to cover the exhibits. Hours: Sunday, July 9, 1 to 6 P.M.; Monday, Wednesday and Thursday, 9 A.M. to 6 P.M.; Tuesday, 9 A.M. to 9 P.M.; Friday, 9 A.M. to 4 P.M. This totals 12 more hours than previously. Contact: George F. Little Management, MU. 9-7147.	LAMP MANUFACTURERS	HOTEL NEW YORKER
Monday July 10- July 14	ARMORY FURNITURE SHOW Seventy-four manufacturers of case goods, living room furniture, juvenile furniture and some accessories will exhibit at this show. Contact: William S. Orkins, Orkins Expositions Management Co., 8 W. 40, BR. 9-0993.	ORKINS EXPOSITIONS MGMT.	71ST REG. ARMORY
July 10- July 15	ANNUAL SUMMER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVE., MU. 5-1160.		
July 10- July 15	ANNUAL CARPET MARKET WEEK, INDIVIDUAL SHOWROOMS, NEW YORK CITY. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday July 10- July 22	SOUTHERN FURNITURE MARKET This market will be held this year in the newly-completed Exposition Building addition as well as in the original Exposition Building. These structures are connected on all floors and the new addition will make it possible to accomodate over 100 new lines. July 10 is Press Day with opening ceremonies at 8 A.M. A reception for special guests will be held late that day at the Emerywood Country Club. Contact: Paul W. Casey, General Manager, Exposition Bldg., High Point, N.C.	EXPOSITION BUILDING	HIGH POINT, N. C.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday May 25- Going on	DISPLAY: JAPANESE PRINTS Japanese iris in the form of hand-colored prints will be shown during the summer months in the Museum Building. This collection represents the finest Japanese work in flower painting at the turn of the century. The Botanical Garden's collection of Japanese iris near the Conservatory will be in flower in late June and early July. Publicity: Carol H. Woodward, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N. Y.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Saturday May 26- June 30	ANNUAL ART EXHIBITION The annual art exhibition of the American Academy and the National Institute of Arts and Letters will be open to the public during this period. Publicity: Carson-Ruff Associates, MU. 2-2055.	AMERICAN ACADEMY & NATL. INST. OF ARTS & LETTERS	BROADWAY BETWEEN 155TH & 156TH STS.
Tuesday ⁸ June 13- June 14	FLOWER SHOW A peony and rose show will be held on these two days in the Colonnades Ballroom. Free to members, 50¢ admission to general public. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOC. OF N.Y.	ESSEX HOUSE
Thursday June 15	ROSE-GROWERS DAY The annual Rose-Growers Day will be held on this date. Publicity: Carol H. Woodward, LU. 4-8500.	N.Y. BOTANICAL GARDEN	BRONX PARK, N. Y.

RADIO & TELEVISION NEWS

Friday May 26 12:00 M.- 1:00 P.M.	TELEVISION PROGRAM "JUST FOR YOU" Mr. Camerlenco, a furniture manufacturer whose Hitchcock type chairs are ideal for television viewers, will demonstrate how to construct one of these unusual and functional pieces of furniture which are made primarily of cane, hand decorated and hand painted. Mr. Camerlenco will be Ann Pringle's guest. Publicity: Lois Braun, PL. 3-1742.	WNET CHANNEL 4	NBC 30 ROCKEFELLER PL.
Saturday May 27 11:00 A.M.- 11:15 A.M.	DECORATING PROGRAM On her regular weekly program, "Your Home Beautiful", Betty Moore will point up the "Strawberry Kitchen" spring motif. She will describe how a bright, modern kitchen helps to start the day's routine on the right note. Publicity: Hal Gold, PE. 6-9600.	WOR-MUTUAL	1440 BROADWAY

EDITORIAL REQUIREMENTS

For Merchandise Mart's News Bureau, Merchandise Mart, Chicago, Illinois.

If you have a new product you wish publicized during the furniture market please send full description, important features or uses (enclose literature if available), approximate retail price, date available to consumers, and glossy photographs of product in room settings or with a model. Products or patterns must be new to be of interest to the press. Material should reach Mart not later than June 10. Address Gertrude Shrock, or Paul Ricks, Merchandise Mart, Chicago 54, Illinois.

For Canadian National Railways, 360 McGill St., Montreal, Canada.

For the women's section of their magazine, the Canadian National Railways wants articles, complete with diagrams or photographs of things that women can make at home. For example, table decorations for special occasions, pillows, and other household articles. Please bear in mind that the magazine is addressed to the section man's wife and she is not interested in "high style". Write to Miss L. M. Nicholson, Public Relations Department at above address.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS (Continued)

For American Public Relations Assn., 116 Ring Bldg., Washington 6, D.C.

This association would like to receive personal, business and other news notes from those engaged in public relations for its National News Letter. Information from both members and non-members is solicited. Please type, double-spaced, and include small line drawings or cartoons if available. Sign name and address which will not be used if you so request. Contact: J. R. Connor, Editor, at above address.

For Studio News, 39 East 51st Street, New York 22, N.Y.

This trade magazine for the commercial art field which goes to art directors, art studios and photographic studios, is looking for news in this field - art material and photographic material news, new artists and designers, new applications of advertising techniques, etc. Write to Clara Morrow, editor, at above address.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having a List of Editors please make sure that the material below is added to their list.

Savings and Loan Publications, 1511 Northwest Boulevard, Columbus 12, Ohio. James H. McGavran, Managing Editor is the person to whom to send editorial material.

Handweaver and Craftsman, 246 Fifth Avenue, New York 1, N.Y., OR. 9-2748

This new magazine, which will appear quarterly, started with the April 1950 issue. It is devoted to the interests of hand-weavers, both those who weave as a hobby and those who do it as a business. The editor welcomes articles dealing with good weaving anywhere in the world; articles designed to guide weavers in producing merchandise suitable for commercial manufacture; articles to help weavers find outlets for their products; articles giving technical information on sources for weaving materials, unusual substances capable of being used in weaving, satisfactory finishes and so on. Also information on scheduled exhibitions of crafts to which weavers can contribute. Address Mary Alice Smith, editor.

RADIO PROGRAM TIE-INS

For "The Milo Boulton Show", Station WPAT, Paterson, New Jersey

Milo Boulton is interested in interviewing interesting personalities in all sorts of fields and will give free radio publicity to products with which these personalities are connected. His major listening audience is in New York, Long Island, Connecticut and Northern New Jersey. He is on the air Monday through Friday. All interviews are ad lib and tape recorded and are made one or two afternoons a week at a mid-town Manhattan location. Contact: Milo Boulton, Station WPAT, 66 Hamilton Street, Paterson, N.J. or call (direct wire) PE. 6-2945.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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